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Tinari Floral Gardens

Bethayres, Pennsylvania



Saintpaulia Growers & Specialists

Hybridizers



Fall - 1953

CATALOG AND PRICE LIST

Dear Violet Friends and Customers:

We have prepared this new 1953 catalog with only one purpose in mind; to serve you, the customer, with choice violets—grown, packed, and shipped direct from our state and federal certified greenhouses, where we maintain constantly a growing stock of 100,000 African violets of more than 75 standard varieties.

In order to help you make correct selections of your choice we have arranged this catalog accordingly. So many of you are familiar with older standard varieties that we have given more description space to the newer ones.

The modern African violet, as we recognize it today, is a plant of living beauty available in many colors of distinct flower and leaf formations. We have had a constant demand for our own hybrids and introductions. However, being specialists, we grow not only our own varieties originated here but also any other worthwhile variety available on the market that has proven worthy of growing here at our greenhouses.

We invite you to visit our greenhouses. Our motto is, "A Blooming Violet in Every Window."

(PLEASE READ BEFORE ORDERING)

In ordering please PRINT full name and address. All orders of \$10.00 or over are sent insured, postpaid in U. S. A. Orders under \$10.00, please add 60¢ to cover high cost of shipping and packing. We have lowered plant prices wherever possible to give you the benefit of standard prices and fine quality. Money order (preferred) or personal check accepted. No C.O.D.

Canadian customers must secure import permit from your Dept. of Agriculture and forward to us. Postage at cost.

Order with confidence. All plants are shipped in approximately 2" clay pots. Plants 3" to 5" high. Please do not mistake our well established growing plants in pots for rooted cuttings. We ship only well established growing plants. Many in bud and bloom.

May we suggest you have on hand or order some of our certified sterilized soil when plants arrive, as many are ready to shift into 3" size pots and need only sterilized soil added to their already established pot growth.

All packages leave here well packed and all orders are fully insured against damage.

Please Note—Damage includes crushed or broken box, plants crushed or broken. Orders are very carefully packed under modern tested and tried methods and if orders arrive broken or damaged, you are entitled to place a damage claim. Claim must be made promptly with your P. O. Clerk in your favor, then write us giving details of damage and insurance number on package, accompanied with statement of bad order report.

Postal Department—Does not recognize any frozen claims. There is no insurance to protect a loss of this kind, only damaged or broken claims are recognized.

When placing your order with us, please give a second choice of a plant or two, so we can give you the benefit of best plants available at time of order. We maintain a stock of more than 80 standard varieties, and there are times when plants of a certain variety are not as large as we should like to send. However we will only substitute with your permission and knowledge of varieties wanted and sent.

We ship the year round, orders acknowledged and booked during freezing weather.

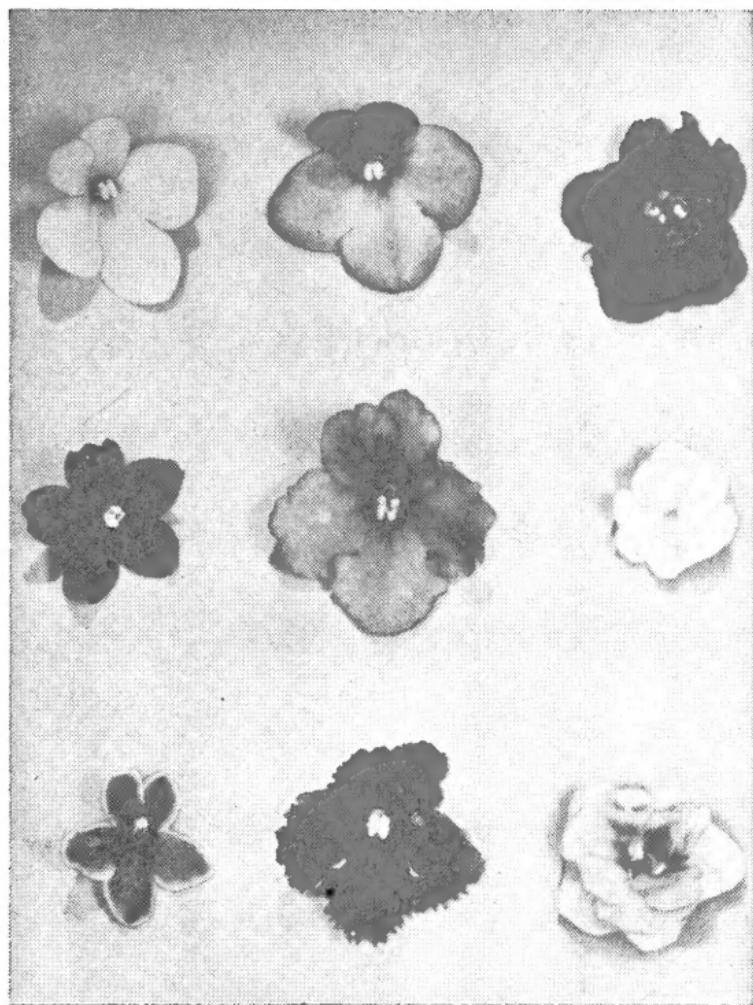
Allow a reasonable time for delivery!

All accessories are sent postpaid!

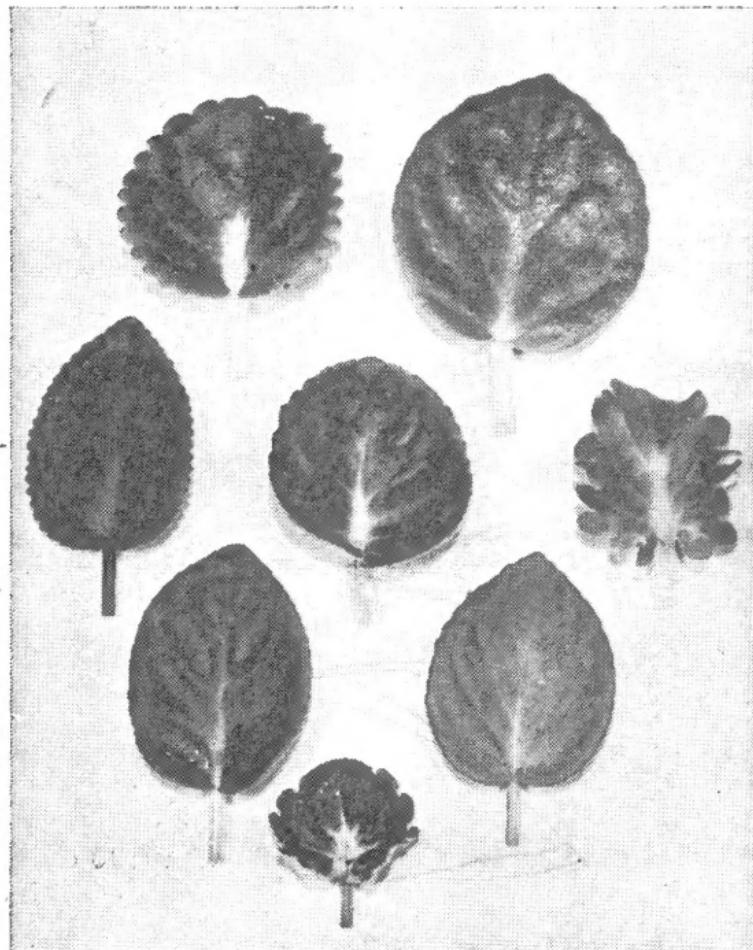
Our reference: Huntingdon Valley Trust Co., Huntingdon Valley, Pa.

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Tinari Floral Gardens



Top—Tinari's Pink Luster, Velvet Girl, Navy Bouquet
Center—Star Sapphire, America, Purity
Bottom—Rainbow Geneva, Lacy Girl, Azure Beauty



LEAF TYPES:

Top—Blue Heiress, America

Center—Navy Bouquet, Sailor's Delight, Snow Girl
Bottom—Pink Luster, Ruffled Beauty, Purity

Give your friends a "Living Gift"



TINARI'S PINK LUSTER . . .
true pink, paler in center.



MISS LIBERTY . . . true
miniature variety.

MISS LIBERTY—This is a most interesting type. It could be classed as a miniature or teacup size. Flower is dark blue with sugar-white edge held very high above foliage. Leaves are heavily scalloped (pinched back girl type growing in a rosette manner). 75¢ each.

NEPTUNE—Another old favorite, large velvety purple blossom, quilted leaf. 75¢ each.

NORSEMAN—An old favorite. Heavy flowering medium blue flower. 75¢ each.

PAINTED GIRL—This is an interesting new girl. White flowers are streaked and edged with orchid and wine color markings, most outstanding. 75¢ each.

PINK BEAUTY (Patented)—True Amarantha Pink, prolific. Light medium green foliage. 75¢ each.

PINK CHEER—A new deep pink. Dark foliage, red on reverse side. 75¢ each.

PINK GIRL—Pink flower, girl foliage. 75¢ each.

PURPLE PRINCE—Very profuse bloomer, deep reddish purple blossom. 75¢ each.

TINARI'S PINK LUSTER—A luscious seashell pink of profuse blooming quality. This new registered vigorous growing variety produces a constant succession of lush pink blossoms as many as 15 to 20 per flower stalk. Dark green foliage slightly cupped and quilted showing a slight bronze tinge and a pink suffusion underneath, greatly resembling the ever popular Tinari's Blue Eyes. Appearing in full color on the jacket of Helen Van Pelt Wilson's new "Complete Book of African Violets." The beauty, lovely form, leaf pattern, profusion of bloom and vigorous growing quality of this new pink give it outstanding collector and commercial value. 75¢ each.

PINK WONDER—New large deep pink. Large leaves similar to Snow Prince. \$2.50 each.

PLUM SATIN—Plum red flower, shiny green leaf. 75¢ each.

PURPLE GIRL—Dark purple velvet texture blossoms, beautiful girl foliage. 75¢ each.

PURPLE LACE—Frilled purple flower. \$1.00 each.

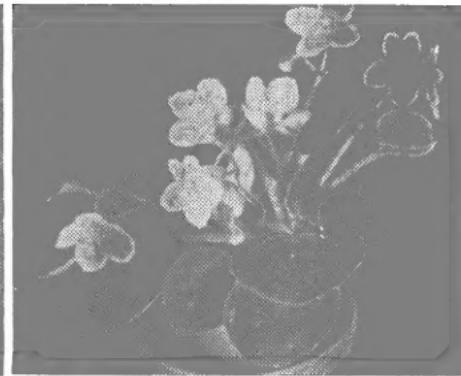
RAINBOW GENEVA—A new plum red with sugar white edge. 75¢ each.

RED BI-COLOR—Top petals of deep red lavender, lower are pale lavender. 75¢ each.

RED KING—Deep rich, violet red. Holds color well. Exceptionally attractive heart-shaped quilted leaves of medium dark green. 75¢ each.

RED LADY—Red flower with a lovely girl type foliage. 75¢ each.

RED LAND—Another red violet color flower. Good heart shape, shiny green leaf, good bloomer. 50¢ each.



WINE VELVET . . . nearest red, **APPLE BLOSSOM** . . . delicate apple blossom color flower.

RUFFLED BEAUTY — A new variety which will add beautiful contrast to your girl foliage types. The fringe on this variety is deeply pinked at leaf edges and beautiful rich colors of red, yellow, and lavender are present in the unusual leaf markings. A well shaped rounded lavender red flower adds to the rich beauty of this new variety. 75¢ each.

RUFFLED QUEEN — Heavily ruffled dark fringed burgundy color flower with the appearance of being turned back. Heavy flower stalks and large DuPont foliage. \$1.50 each.

RUFFLES — A dark leaf variety with red back, med. blue flower. Very interesting. 75¢ each.

SAILOR GIRL — Ever popular light blue flower, on heavily scalloped lush girl foliage. Very profuse bloomer. 75¢.

SNOW PRINCE — New white seedling, large, rounded petal, glistening white flower, resembles Neptune formation. Flat growing heart-shaped leaf. A very profuse bloomer. 75¢ each.

STAR AMETHYST — This variety is similar to "Star Sapphire" but flower is of striking lavender color. \$1.50 each.

STAR GIRL — This is also an interesting new variety. The white flowers are streaked and edged with a medium blue marking. Leaves are of the girl type. Most outstanding. \$1.00 each.

STAR SAPPHIRE — This is a new, unusual variety. Star shape purple flower, double stamen, flower stays on longer. 75¢ each.

SUNRISE — A profuse blooming red lavender variety with dark green bronze red foliage. Red on back of leaf. 75¢ each.

SUGAR PLUM GIRL — A new variety that is most outstanding. Flowers of plum red with sugar-white edge. Lovely girl type foliage. \$1.00 each.

TINTED LADY — Blue gray violet. 75¢ each.

TWILIGHT — Flower similar to Star Girl, white with blue markings, on sturdy plain type leaf. Profuse bloomer and good grower. \$1.00 each.

VIOLET BEAUTY — Lovely large orchid color blossoms. Very free bloomer with slightly tapered medium green foliage. 75¢ each.

VIOLET GIRL — Flowers of very rounded violet color. Girl leaf of good dark coloring. \$1.00 each.

WHITE GIRL — White flower with blush cast, upright girl foliage. 75¢ each.

WINE VELVET — Deepest single wine red variety seedling we have seen to date. A lush wine red beauty that holds its color well. Outstanding among the red types. Long shiny, sharply tapered dark forest green leaf of good form. 75¢ each. Similar to Calif. Dark Plum.



AZURE BEAUTY . . . pale
lavender-on-white petals.

NAVY BOUQUET . . . double,
intense blue violet flowers.

TRUE AND TESTED DOUBLE FLOWERING VARIETIES

AZURE BEAUTY — Double white with light blue variegation. 75¢ each.

DARK BEAUTY — Double white with dark blue variegation. 75¢ each.

LACY BOUQUET — Dark fringed double flowers, with heavily fringed leaf with red back. 75¢ each.

DOUBLE FRINGED WHITE — Also known as White Lace. Heavy-flowering double white. Heavily fringed leaf. \$1.00 each.

DOUBLE ROSE — An exciting new double flowering rose tinted blossom with sturdy leaf. \$1.00 each.

DOUBLE NEPTUNE — Neptune foliage with excellent double flowers, free bloomer. 75¢ each.

DOUBLE MARGARET — Dark purple flower, lacy leaf. 75¢ each.

DOUBLE ORCHID NEPTUNE — Large orchid double flowering. Neptune leaf. 75¢ each.

HELEN WILSON (ORCHID) BOUQUET — This is a new Deep rich double wine red flowers on sturdy uniform flat, crisp girl foliage, a real beauty you will want in your girl collection. \$1.00 each.

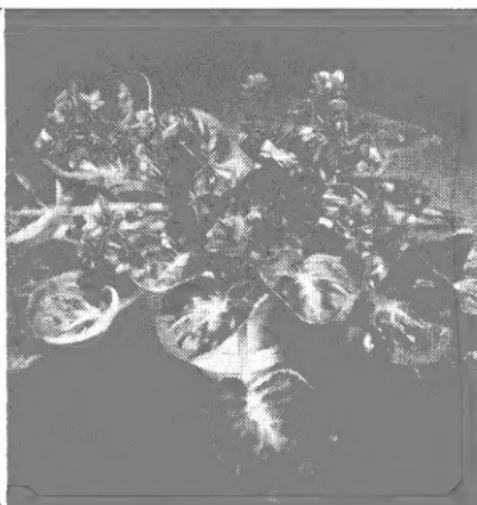
MARINE BOUQUET — Vivid light blue double flowering. Very profuse bloomer. 75¢ each.

NAVY BOUQUET — Very dark navy purple color. Double flower, profuse bloomer with heavy crinkled leaf. 75¢ each.

PURITY — The first pure white double flowering type available. This long wanted new variety is a beautiful and profuse type. 75¢ each.

RUBY BOUQUET — This is of very vivid ruby wine color, firm glossy leaf of dark green. 75¢ each.

**Free sheet of instructions and helpful hints
about culture with every order of plants.**



PURITY . . . first double white,
with translucent flowers.

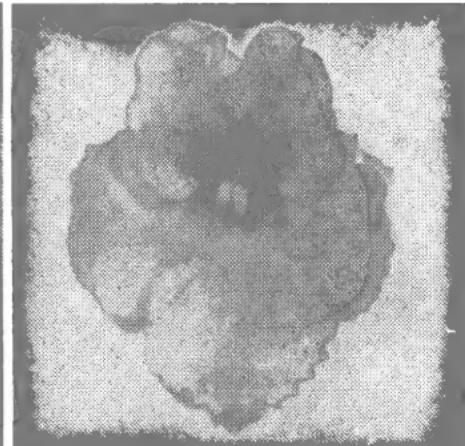
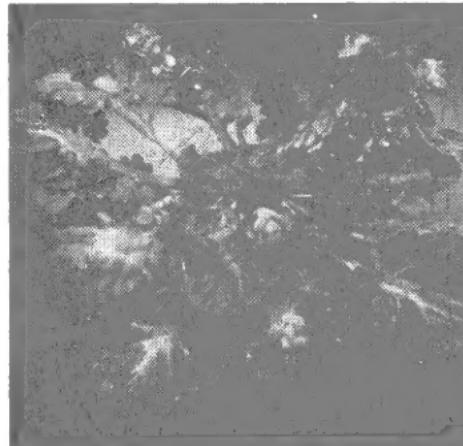
SAILOR'S DELIGHT . . . girl-type; a double Sailor Girl.

RUFFLES BOUQUET — Heavy double flower. Flower similar to color of variety Ruffles. Leaf deeply veined. Interesting bronze green leaf. 75¢ each.

SAILOR'S DELIGHT — New and popular, the beautiful Sailor Girl has gone double. Very profuse beautiful light blue semi-to full double flowers on sturdy, luxuriant heavily marked girl foliage. 75¢ each.

VELVET BOUQUET — A deep royal purple. Velvet texture double flowering type. 75¢ each.

VELVET GIRL — New large pansy like blossoms of wine red bi-color. Upper petals a deep velvety red. Excellent sturdy girl foliage. 75¢ each.



HELEN WILSON BOUQUET . . . only girl-type Bouquet.

FRILLED DuPONT . . . flower.

(photos courtesy of Flower Grower Magazine)

We are making available the following popular episcias. They are in the same family as the popular Saintpaulia, and help to provide variety in your collection.

Episcia Lilacena, \$1.50 each

Episcia Verdifolia, \$1.00 each

Episcia Coccinea, \$1.50 each

Episcia Cupreata, \$1.50 each

This is commonly known as the "flame violet." It is a member of the violet family as it is the cousin of the African violet. Flame red flower with plush green bronze foliage.

All orders \$10.00 and over postpaid, insured.
Under, add 60¢.

POPULAR AFRICAN VIOLET ACCESSORIES



NEW BEAUTIFUL CERAMIC POTTERY BY KELLEMS.

The ideal gift wick planter. In glorious soft colors. Dark Green, Yellow, Mist Grey, Sun Line, beautiful rich Maroon.

Chinese wick planter and base, $4\frac{1}{2} \times 4\frac{1}{2} \times 3\frac{1}{2}$ (2 pcs.) \$2.50 postpaid.

These planters blend well with period and antique furnishings.

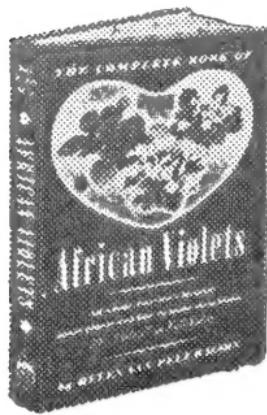
SELF WATERING (WIK-FED) STYRON FLOWER POTS

Plants can be left days without watering, due to sub-irrigation wick. Water in reservoir base keeps roots of plant scientifically moistened. Lovely 4" pots in color choice of Red, Yellow, Pink, Green, Blue, Ivory—all with high luster black base. 4" — \$1.00 each.
6 pots, \$5.50 postpaid.



SQUARE CHINESE TYPE PLASTIC WICK-FED PLANTERS

—In attractive colors: Dark Green, Yellow, Red, Chartruse, Coral, Gray, turquoise, each with attractive black base. \$1.00 each, or 6 for \$5.50 Postpaid.



NEW — COMPLETE BOOK ON AFRICAN VIOLETS—by Helen Van Pelt Wilson. 29 violets in full color. Up to 40 pages of drawings. Latest up-to-date cultural directions on all phases of growing beautiful flowering plants. \$2.95 each. (Autographed copies by author still available on request.)

KAPSULATE—Sodium Selenate in new capsule form. Safe and easy to use—merely drop the capsule on the soil in the pot and water the soil, the plant takes up the selenium in about 2 weeks; then insects such as aphids, cyclamen mite, red spider, thrip, etc., that try to feed on the plant are either killed or repelled. Package of 12 capsules, 75¢.

AFRICAN VIOLET SEED—Approximately 300 seeds to a package. Directions for sowing with every package. Crosses made with good standard varieties. \$1.75 package, postpaid.

Special Hybrid Crosses, \$3.50 pkt.

"FAIRY TALE" SEEDS—Good mixture of Blues. \$1.25 pkt. postpaid.

PROLIFEROL POWDER—A well balanced scientific growth stimulant for treating violet leaf cuttings before rooting. Encourages rapid root development. 35¢ a package postpaid.

TINARI'S CERTIFIED AFRICAN VIOLET SOIL—A soil especially prepared, blended and sterilized for house culture of the lovely African Violet. It contains all the finest basic materials most essential to good Saintpaulia culture.

This soil has been treated to **CONTROL** most **NEMATODES, SOIL INSECTS, ROOT ROTS, WILTS** and **WEED SEEDS**, also to control undesirable soil organisms such as "ell worms" commonly found in most soils, harmful soil fungi, detrimental to plants, and other forms of bacteria that prevent good growth and blossoms on your plants.

Soil is packaged and ready to ship to you in the following sizes for your convenience.

3 lb. \$1.00 p.pd., 25¢ extra West of Mississippi.

• 5 lb. \$1.50 p.pd., 35¢ extra West of Mississippi.

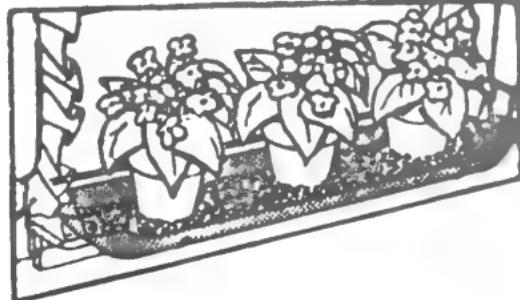
10 lb. \$2.75 p.pd., 50¢ extra West of Mississippi.

We can supply soil in larger quantities of 25 lbs., \$2.50; 50 lbs., \$5.00; or 100 lbs., \$10.00. You pay postage, check zone at your P.O. and send postage cost with order.

VERMICULITE—An excellent rooting medium for house culture. Sterile heat treated to 2000° F. Generous size bag, \$1.00.



20 AFRICAN VIOLET LETTER-ETTES—Violets in color in attractive violet gift box with envelopes. An ideal gift for your violet corresponding friends. \$1.00 box postpaid.



Aluminum Window Trays—Ideal for providing more space to grow and display your African Violets. Ideal for narrow window sill or shelf. 27 in. long x 6½ in. wide x 1½ in. deep (brackets and screws included). Your choice of neutral aluminum or moss green finish. Most useful and attractive. Holds five 3 in. pots, ten to twelve 2 in. pots. \$2.25 each, postpaid.



LIQUA-VITA PLANT FOOD—A highly

concentrated fertilizer with plant hormones and Vitamin B₁ in liquid form, so easy to use, simply add to your water. Non acid forming, excellent for African Violets and all other house plants. 8 oz. bottle (makes 16 gal. plant food) 75¢ postpaid. 1 qt. bottle \$1.50.

HYPONEX PLANT FOOD—A real aid to keep your violets in a good vigorous growing and blooming condition. A clean, odorless plant food especially beneficial to African Violet culture, and most economical; does not lose its vitality. This food gives best results when used as a regular weekly drink for your plants. Full directions are included on every package.

3 oz. can 25¢ p.pd. 7 oz. can 50¢ p.pd. 1 lb. can \$1.00 p.pd.

OPTOX VIOLET SPRAY—To keep your plants clean and free from cyclamen mite, mealy bug, thrips and other common diseases of African Violets or other plants, kept near your Saintpaulias which are many times a source of infestation.

Complete directions are printed on every bottle. Also can be used in diluted proportion to destroy manure worms and various larvae in the soil.

Optox is a safe, dependable insecticide, containing a well balanced blend of rotenone and pyrethrum concentrate spray. Will not injure the most tender plants, when used as directed. Packed in the following convenient sizes. 1 oz. bottle 60¢ p.pd. 6 oz. bottle \$1.35 p.pd. 1 pt. bottle \$2.50 p.pd.

An ordinary fly sprayer is best to use when spraying violet plants, where spray is applied evenly with pressure.

SUGGESTIONS ON CARE AND CULTURE OF AFRICAN VIOLETS

With the ever-increasing interest and pleasure that Saintpaulias have given to beginners, collectors, and enthusiastic window gardeners everywhere, much real interest has been created in search of the best possible culture for such a handsome house plant. It seems every collector has some particular window or favored location, in one's own home where their violets thrive best. In our sixteen years of African Violet growing and experiences we have found that violets, like individuals, have certain likes and dislikes which, with careful observance and study, combined with a bit of practical knowledge, are easily understood.

Above all, it is well to remember that this fascinating plant is a semi-tropical beauty, and all we can do to make it happy and comfortable in its unnatural surroundings will be greatly rewarded with constant bloom and luxuriant foliage.

Remember, too, our violets of today are gorgeous hybrids, with beautiful large blossoms of exquisite color tones, and interesting leaf formations, compared to the original wild species. They grace our windows with an air of beauty and interest, which is a never-ending source of pride and satisfaction to the violet collector.

Here at the gardens we are constantly hybridizing and experimenting with every known variety, in an effort to bring to our violet friends the very finest in violets. May

we suggest the use of north and west exposures for the late spring and summer months, south and east for winter. In summer, violets grow well behind the kind protection of a venetian blind, curtain, or on a well protected porch. In winter a lush, moist atmosphere is most desired by our semi-tropical pets. Several plants growing in one location always help to create a better growing atmosphere than one lonely plant. Many apartment dwellers and window gardeners have found our aluminum pans most useful for this purpose. Plants grow well on pebble-filled pans and the moist pebbles are a ready means of humidifying the surrounding air.

Violets like a night temperature of 68 degrees. Avoid draughts or placing plants near cold window panes, without protection from the cold night air, which often retards good growth and bloom.

Always use warm water, rain or spring water preferred, which is free of chlorine and other chemicals. Plant food is most essential to keep plants in a healthy growing condition. Place pots in saucers and water from below. Plants can also be watered from the top if care is taken not to wet the foliage, as moisture on the leaves, with the strong light or sun shining on them, will cause leaves to spot and become yellow and unsightly.

Plant Food should be used at least once a week to keep plants in a good healthy growing condition. For your convenience we carry two forms of plant food:

LIQUA-VITA—A modern violet food in liquid form which needs only to be added to the water.

HYPONEX—An economical food, in powder form, favored by many.

These tested and tried popular foods are used here at our greenhouses and can be safely used on the most tender plants without burning.

Complete instructions with each food described on container.

For a clean healthy plant collection we wish to recommend the use of **optox** spray, to control all the destructive pests such as mealy bug, cyclamen mite and thrips, also to destroy manure worms and springtails often found thriving in and around pots. Specific directions included with every bottle.

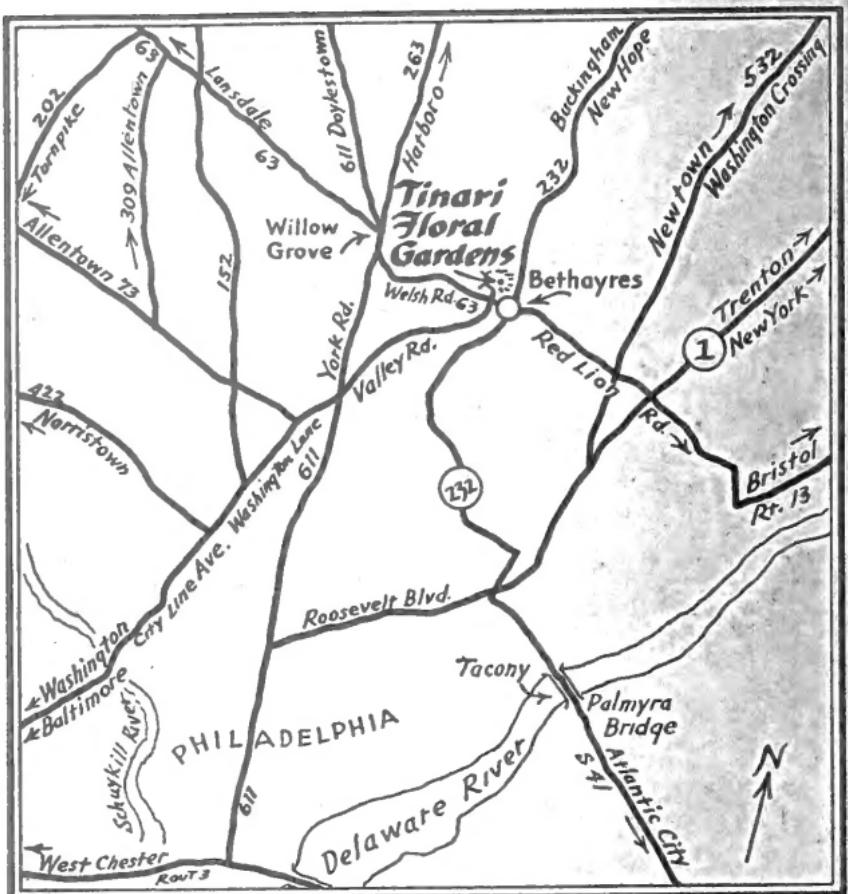
Remember to keep pots in proportion to plants, do not overpot. However, when potting is necessary, use **Tinari's certified African Violet potting soil**, especially prepared for your convenience, ready to use. Expertly blended, sifted and sterilized to exterminate harmful soil fungus and nematodes.

Demands of the African Violet are few but must be constant. Your patience, care and loyalty will be rewarded with handsome flowering plants.

It has been a beautiful experience to walk along the Saintpaulia path with you and your fascinating hobby. You are most cordially invited to visit our greenhouses.

Yours for beautiful Violets,

Tinari Floral Gardens



We extend a cordial invitation to you to visit our greenhouses. Our entire greenhouse range is devoted exclusively to the growing of African Violets.

We have assembled for your convenience groups of the many varieties we grow all in one greenhouse to save you time and make variety comparison upon sight. This offers you an excellent opportunity to become better acquainted with new and standard varieties of your choice.

Our greenhouses and gardens are located in the picturesque valley of Bethayres, along the famous Pennypack creek, 15 miles from center Philadelphia, 1 mile west of 232 and one block north of Route 63.

Open daily 8 to 5, Sunday afternoon 1 to 5 p.m., evenings by appointment.



Tinari Floral Gardens

VALLEY AND TERWOOD ROADS

Bethayres, Pennsylvania

TELEPHONE: CHAPEL HILL 0144

TINARI FLORAL GARDENS

Valley and Terwood Roads, Bethayres, Pennsylvania

Chapel Hill 0144

Sustaining Member African Violet Society of America, Inc.

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Street or R.F.D.

Town and State

..... Ship When? Date

Money Order or Check Enclosed \$.....

All plant orders \$10.00 or over postpaid in U.S.A. Insured. Under add 60¢ to cover postage and packing

May we substitute?

State variety

All offers and quotations are for immediate acceptance and subject to prior sale and market changes. We give no warranty, express or implied, as to productiveness or any other matter of any plants we send out, and we will not be in any way responsible for the crop, but are always willing to give attention to just claims and to make right errors and faults in filling and handling orders. All claims must be made on receipt of stock.

All orders \$10.00 or over postpaid, Insured. Under add 60¢.

TINARI FLORAL GARDENS

Saintpaulia Growers and Specialists

BETHAYRES, PENNSYLVANIA



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